GOVERNMENT OF INDIA
CHEMICALS AND FERTILIZERS
LOK SABHA

UNSTARRED QUESTION NO:4141
ANSWERED ON:28.03.2017
Brand Building of Pharmaceuticals
Sigriwal Shri Janardan Singh

Will the Minister of CHEMICALS AND FERTILIZERS be pleased to state:

Will the Minister of CHEMICALS AND FERTILIZERS be pleased to state:

(a) whether the Government has any details of the cost of brand building of pharmaceuticals and the price paid by the consumers in the process;
(b) if so, the details thereof;
(c) the action taken by the Government to protect the interests of poor and middle class patients especially from rural areas by providing non-branded medicines at reasonable prices;
(d) whether the Government proposes to formulate a policy to discourage brand building of pharmaceuticals and provide alternative retail network to make available medicines at low prices; and
(e) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF ROAD TRANSPORT AND HIGHWAYS; MINISTRY OF SHIPPING AND MINISTRY OF CHEMICALS AND FERTILIZERS (SHRI MANSUKH L. MANDAVIYA)

(a)&(b): The Government controls the prices of medicines in the country through the provisions of Drugs(Prices Control) Order-2013 (DPCO-2013) but does not maintain such data as DPCO, 2013 follows a market based pricing methodology for fixation of ceiling prices of scheduled medicines.

(c): The Government is operating a Scheme, 'Pradhan Mantri Bhartiya Janaushadhi Pariyojna' (PMBJP) for providing quality generic medicines at affordable prices throughout the country.
(d) & (e): The Section 3(d) of Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954 prohibits advertisement for promoting the diagnosis, cure, mitigation, treatment or prevention of any disease, disorder or condition specified in the Schedule to the Act which includes major diseases like Cancer, Diabetes, Blood Pressure and Heart etc. Besides this, the Department of Pharmaceuticals is also implementing a Uniform Code for Pharmaceuticals Marketing Practices (UCPMP) under which various marketing practices for brand building are regulated.
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